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Will Your Garden Be Dead This February?

*Wouldn't You Like To
Grow Flowers In The
Snow This Winter?*

1952

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See other side . . .

These Flowers Live!



Gardens Turn Into Winter Wonderland of Beauty As Flowers Bloom By the Hundreds From Late Winter to Early Spring! Cost less than 1/5th Cent a Bloom!

This winter when chill, bleak winds have killed off every other garden in your neighborhood, how would you like to flood your own garden with hundreds of brilliant flowers more beautiful than those you can grow in July? Yes, this February and March, can you imagine looking out your window and watching the incredible beauty of fresh snows falling on carpets of exquisite flowers . . . flowers that bloom by the hundreds in every color of the rainbow. And flowers that stay in bloom long after the snows have melted away!

A LIFETIME OF BEAUTY — YOURS FOR PENNIES!

Think of it! They take only 20 minutes to plant now. They cost a tiny fraction of a penny a bloom! But for those few minutes, for those few pennies, you can pick flowers from your winter garden for the rest of your life. Winter flowers that sweep across your garden in rainbow masses of red, purple, gold and orange. Winter flowers so incredibly fertile they grow up to 10 and 12 blossoms to a stem, each flower up to 3 full inches across, each bouquet cluster stretching up to 9 inches across. Winter flowers to circle your bare shrubs and trees while icicles still hang from their branches. Winter flowers for indoor arrangements. Winter flowers to line your walks and welcome you home with a sunny smile while there's still snow on the ground. Winter flowers that you can plant in your lawn because they bloom before even your grass turns green. We send you enough winter flowers to frame your borders with

golden clusters of bloom. Enough flowers to frame your terraces with blankets of blue. Enough flowers to line your evergreens and hedges with fiery red masses of bloom that seem to melt away the snow.

One variety we send you, alone gives you flaming clusters of 700 to 1,500 deep purple florettes. And best of all we send you a Holland Winter Garden so simple to plant and grow . . . your child can do it in twenty minutes!

HOW IS IT POSSIBLE TO GROW FLOWERS IN THE SNOW?

For nearly 500 years, the people of Holland have specialized in breeding the world's finest and most unusual flower bulbs. When Dutch explorers first sailed to the new world, they brought back not only furs and gold, but strange snow-blooming plants and bulbs never before known to civilization. From Greenland they brought back the fiery, red-blooming Flame of the North. From the frozen wastes of Iceland, they brought back the Viking Lily . . . and later found an improved variety in the snow-swept crags of Asia Minor's 20,000 foot mountain peaks! From the land of the frozen tundra, they brought back the fabulous Siberian Rose. And from other cold lands they brought back the Arctic Orchid and the fantastically beautiful Cup of Gold.

And for over 400 years the greatest bulb families in Holland have competed with each other for the honor of improving them . . . of producing bigger, better, easier to grow winter bulbs. If one grower produced flowers 3½ inches across . . . the next one produced

flowers 4 inches across. If one bulb grower produced 10 flowers to a stem, the next produced 12. They produced bulbs so easy to bloom you could drop 'em in the ground and they'd flourish anywhere—in poor soil, in the shade

JUST DROP 'EM IN GROUND — THEY BLOOM ANYWHERE

They're the toughest, hardiest plants you can grow. Imagine! They laugh at winter. They virtually double in number with each passing year. So where you have hundreds of flowers this year . . . you'll see thousands of flowers year after year. They require no gardening skill, no work and no care. You don't even need garden tools. Simply take a kitchen spoon and dig a hole 2 to 3 inches deep—drop in the bulb and fill up the hole!

That's all there is to it. You need never again lift a finger to care for these flowers. Yet beginning this winter and every other winter to follow, where earth should be bare . . . you'll see your garden ablaze with color!

You'll see glimmering star-shaped Viking Lilies sparkle like blue diamonds in the snow! You'll see the "Foolish Maidens of January" tumbling over one another in the snow—so white, so pure, they'll make that snow seem dirty! You'll see bare, desolate trees and shrubs take on new beauty as your "Cups of Gold" surround them with a golden ring of sun drenched blossoms. One variety we send you—"The Pearls of Holland"—will alone shower your garden with over 700 deep purple florettes. They'll frame your walks, dot your lawns, spill over your terrace or drift into your reddish-blue masses of "Siberian Roses." One sight of them glistening in the cold will cheer you up for the rest of the winter. You will be the first in your neighborhood to have your garden bloom.

ALL BULBS GUARANTEED TO BLOOM THIS WINTER AND SPRING — BUT YOU MUST PLANT NOW!

The cost of these Holland Winter Flowers is phenomenally low. We believe that once your neighbors see these magnificent flowers growing in your garden, they will want to order next year. In other words, we want you to be our advertiser for the Holland flower industry.

Therefore, for a limited time only, the Dutch flower industry has authorized us to let you have a prize assortment of 50 bulbs—enough bulbs for nearly 1,000 blooms and magnificent breathtaking florettes this Winter and Spring—for only \$1.98. And if you really want to make your home the talk of the neighborhood, accept our special 120-bulb offer—enough for over 2,500 blooms and florettes for only \$3.98. This is less than 4c a bulb—less than 1/5th of a penny a bloom this winter and spring. With your order we also include easy planting and landscaping instructions to help you blend your masses of color from each variety into a stunning picture of beauty.

FALL IS THE ONLY TIME TO PLANT — ACT NOW!

Shiploads has already left Holland for America with only available Holland Winter Garden supply. Therefore, this is the only time this advertisement will appear. This will be your only chance to buy these magnificent Holland Winter Flowers this year. Your satisfaction is guaranteed. If you are not completely delighted with your Holland Winter Garden, keep any 10 bulbs free . . . return the rest for your full purchase price refund. No questions will be asked. Mail your order at once to HOLLAND WINTER GARDEN, 303 E. 71st Street, New York 21, N. Y.

Cut Flowers While Wintry Blasts Blow!



ONLY 20 MINUTES to plant now . . . But you'll pick these flowers from your own garden from February to May!

Ship nearing America! Your order must be at New York pier At once! This offer cannot be repeated.

Mail coupon now!

Here Is The HOLLAND Winter WONDER GARDEN We Send You For Only \$1.98

In Holland we have the saying, "Don't plant bulbs . . . plant pictures." The choice 50-bulb picture garden we send you for only \$1.98 will give you up to 1,000 flowers beginning February for less than 1-5 of a penny a bloom. They are guaranteed to bloom this Winter and Spring! They are guaranteed to multiply and give you thousands more blossoms year after year. But now is the only time to plant. Shipload of winter bulbs has already left Holland for America. This is your only chance to order until next Fall. So for the winter garden of your dreams . . . mail coupon now!

PEARLS OF HOLLAND

(Angel's Tears) On \$1.98 offer you get 12 bulbs—enough to give you a field of over 700 purple teardrop florets. Massive 3" deep purple clusters borne on thick 6" spikes. On \$3.98 offer you get 25 bulbs producing over 1,500 florettes. Bulbs and flowers virtually double with each passing year.

DOUBLE-FLOWERING CUP OF GOLD

The charm of these bulbs is that you see all flower and no stem. You get 15 bulbs guaranteed to produce 30 double flowers stretching a huge 5" across on tiny 3" stems! Set these aside to line your walk. See spectacular effect when snow lies only 2" deep on ground! (We'll include new peppermint striped variety if you order early enough.)

VIKING LILY

Masses of pink and blue lilies. Beginning in February. Each bulb we send you is guaranteed to produce at least 12 one-inch lilies. Ideal for planting in rock gardens, around shrubbery, walks, under trees in winter! (5 bulbs.)

FOOLISH MAIDENS OF JANUARY

In January country folks in Holland say the "Foolish Maidens" are up. But in Northern U.S.A. do not expect free flowering bloom before February. Thrive in cold. Neglected shady places are their paradise. Bloom and multiply. (5 bulbs.)

FOR THE WINTER GARDEN OF YOUR DREAMS MAIL NO-RISK COUPON TODAY

HOLLAND WINTER GARDEN, Dept. 98 • 303 East 71st Street, New York 21, N. Y.

YES, I want hundreds of winter flowers in my garden this February, March, April and May. I enclose ☐ \$1.98 ☐ \$3.98 for Winter Garden I have selected below. If I am not completely satisfied, I will keep any 10 bulbs free, and return the rest for my full purchase price refund! Sorry, no C.O.D.'s. (Saves you 62c postage charges.)

WINTER GARDEN OFFER LIST (Check offer desired)

- ☐ **\$1.98 OFFER.** You Get 50 Bulbs—Nearly 1,000 Blooms and magnificent florettes. Choice of hand picked, Top quality bulbs including:
- 10 IXIA (Flame of the North)
 - 3 ARCTIC ORCHIDS
 - 15 CUP OF GOLD
 - 12 PEARLS OF HOLLAND
 - 5 VIKING LILY
 - 5 MAIDENS OF JANUARY (or Siberian Rose as available.)

- ☐ **\$3.98 OFFER.** You get a choice selection of 100 Winter Bulbs listed above—up to 2,000 Blooms and magnificent florettes in your garden from February to May! (Plus Extra Gift: 20 Rare and Beautiful Hybrid ALLIUM and ANEMONE bulbs recently developed in Holland.) 120 Bulbs in all!

CX-3

Name _____
Address _____
City _____ Zone _____ State _____



FLAME OF THE NORTH (Ixia)

Look forward to 60 beautiful flowers from the 10 Ixia bulbs included in your Holland Wonder Garden. Bloom mostly red. Spread across your garden like a sea of fire. 2 inch flowers in flaming clusters the size of a man's hand on towering 9 inch stems. Ideal in rock gardens, beds, borders. Thrive anywhere—Multiply quickly.



ARCTIC ORCHID (I. Reticulata)

A rare and beautiful cousin of the orchid family. 10 inches high with huge 4 inch flowers. Sweet violet fragrance. Guaranteed to bloom this winter and spring. You'll pick them for corsages. Flowers are dazzling, almost luminescent violet blue, kissed by a lip of pure gold. Surrounded by black and white areas which give it "tiger skin" effect of true tropic orchid. Multiply, year after year. VERY RARE! (Offer includes 3 bulbs.)

Note: Because our primary aim is to introduce these bulbs to America, if newer varieties recently developed in Holland are available in quantity, we will be only too happy to include them in your 50 bulb Winter Garden at no extra charge. Also Note: Siberian Rose (Amoena) mentioned elsewhere on this page, not shown.